2018 ANNUAL REPORT
National Association of Colleges and Employers
In fiscal year 2018 (FY18), NACE increased member service and engagement through several strategic initiatives:

- **The NACE Inclusion Committee and Board of Directors** achieved significant progress toward our commitment to inclusion, diversity, and equity. New updates were made to NACE’s Diversity & Inclusion Statement and the NACE Strategic Plan — Core Value. NACE committee members developed user-generated videos to share best practices.

- **Affinity Group Meet-Ups and Hot-Topic Huddles** were introduced at NACE18 and were designed to strengthen dialogue and shared perspectives among conference attendees. More than 500 attendees joined the “Future of We” large-format session, where they discussed how colleges and employers can prepare for the future.

- **Three Member Task Forces** provided insight and recommendations leading to a comprehensive Membership Study to be launched early in FY19.

- **Career Readiness initiatives** were expanded to engage increasing numbers of members, partners, and key stakeholders through the 2nd Annual Competency Symposium, roundtables, conference presentations, research projects, and content development.

- **Employers experienced a new course addition**: University Relations & Recruiting Leadership Essentials. Colleges also experienced the new Executive Leadership Symposium.

- **Advocacy efforts** focused ongoing efforts on immigration, federal funding, and tax reform. NACE also had the honor of becoming a member of the Washington Higher Education Secretariat, comprising chief executives from national higher education associations. NACE’s participation will elevate its advocacy efforts on behalf of the entire association.

- **The NACE Learning Platform** was launched, providing access to self-directed, virtual learning options and the means to track individual professional development and certifications.

Thank you all for your personal contributions to NACE! We appreciate your support and look forward to working with you in the coming year.
In FY18, 206 members served on the three standing committees and 11 strategic priority committees to advance the association and the profession through a variety of NACE initiatives.

**STANDING COMMITTEES**

- Executive Committee
- Finance and Audit Committee
- Sourcing and Nomination Committee

**STRATEGIC PRIORITY COMMITTEES**

- 2017 Conference First-Timer Task Force
- 2018 NACE Conference Committee
- Advocacy Advisory Committee
- College Membership Task Force
- Employer Membership Task Force
- First-Destinations Task Force
- Honors and Awards Committee
- Inclusion Committee
- Leadership Advancement Program Committee
- Member Value Proposition Task Force
- Principles for Ethical Professional Practice Committee

**2017-18 NACE BOARD OF DIRECTORS**

- **GLEN FOWLER**
  - President
- **NORMA GUERRA GAIER**
  - President-Elect
- **KATHLEEN POWELL**
  - Past President
- **CHRISTOPHER CARLSON**
  - Vice President – Employer
- **JENNIFER LASATER**
  - Vice President – College
- **MARILYN MACKES**
  - NACE Executive Director
- **SUSAN BRENNAN**
  - Director – College
- **FRED BURKE**
  - Director – College
- **CAROLINE CUNNINGHAM**
  - Director – Employer
- **BRIAN GUERRERO**
  - Director – College
- **TIM HARDING**
  - Director – College
- **CARLENA HARRIS**
  - Director – Employer
- **NIDA SALEEM**
  - Director – Employer
- **BRUCE SOLTYS**
  - Director – Employer
FIRST-DESTINATION SURVEY

NACE continues to expand its reach on campuses nationwide, reporting outcomes for nearly 700,000 graduates from 368 schools for the First Destinations for the College Class of 2017 Report.

DIVERSITY AND INCLUSION

The NACE Inclusion Committee, consisting of college and employer members, raised awareness and support of the NACE core value of inclusion to foster and support diversity and inclusive practices. Its members provided expertise and advised direction to strengthen inclusion-focused educational programs, content development, and membership activities. The committee championed the NACE Statement of Diversity and its application in the work of the membership and the association.

PRINCIPLES FOR ETHICAL PROFESSIONAL PRACTICE

The committee developed nine new member resources, including an index that matches advisory opinions and case studies to specific Principles and a rubric for working through ethical issues, which was featured in the committee’s NACE18 concurrent session, and updated several existing resources.
NACE CENTER FOR CAREER DEVELOPMENT AND TALENT ACQUISITION

The NACE Center for Career Development and Talent Acquisition’s [NACE Center] core purpose is to advance NACE’s mission and strategic initiatives. The NACE Center fulfills its mission by engaging NACE members, partners, and key stakeholders in substantive research and content-rich projects, including:

- The Impact of Unpaid Internships on Career Success of Liberal Arts Graduates
- Investing in Data Science
- Key Skills for the Future: Data Analytics and Cybersecurity
- Effectiveness of Recruiting Timing and Techniques
- Unpaid Internships and Early Career Outcomes
2018 ANNUAL REPORT

MEMBER ENGAGEMENT

MEMBERSHIP

<table>
<thead>
<tr>
<th>Membership</th>
<th>FY18</th>
<th>FY17</th>
<th>FY16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members</td>
<td>12,260</td>
<td>11,647</td>
<td>10,753</td>
</tr>
</tbody>
</table>

CALL FOR VOLUNTEERS

- **184** Mentors
- **367** Content Contributors
- **52,958** Social Media Followers
- **31,301** Survey Participants

PROFESSIONAL DEVELOPMENT

- **91** Events
- **7,199** Unique Registrants

NACE is committed to supporting and developing future leaders through advanced-level training with the NACE Management Leadership Institute, NACE Recruiter Leadership Institute, and NACE Executive Leadership Symposium.

NEW FOR 2018

- **NACE Executive Leadership Symposium**: Advanced-level training for career services professionals serving in an executive leadership position or those aspiring to do so.
- **NACE Learning Platform**: Virtual programming provides innovative solutions to current challenges, leverages insights into future trends, and facilitates continuing education and professional skill development. These virtual programs included:
  - NACE Learning Platform Annual Pass
  - 30-Hour Coaching Certification Webinar Bundle
  - 60-Hour Coaching Certification Webinar Bundle
  - Comprehensive Courses
  - On-Demand Webinars
  - Podcasts
  - Toolbox Content and How-to Videos
  - Virtual Summits

RESEARCH

- **12** Survey Reports

- **31,301** Survey Participants
- **52,958** Social Media Followers
- **367** Content Contributors
- **184** Mentors
More than one-third of NACE members are actively engaged in the NACE Community.

MEMBER LOGINS

6,665 Unique logins
[July 2017 – June 2018]

MEMBER POSTS

4,204 Posts
[July 2017 – June 2018]

NEW FOR 2018

NACE members have shown an interest in continuing NACE Community discussions offline. Several community-related conference calls were scheduled throughout the year focused on employer benchmarks, internship best practices, and career services offices marketing to students.
NEW FOR 2018

- Future of We – more than 500 attendees participated

- Affinity Group Meet-Ups – more than 400 attendees participated
  - Career Offices Serving Alumni
  - Centralized Career Services Offices
  - Centralized Recruiting Offices
  - Community Colleges
  - Decentralized Career Services Offices
  - Global Recruiters
  - HBCUs
  - LGBTQ and Allies
  - Liberal Arts Schools
  - New Leaders
  - People of Color
  - STEM Recruiters
  - Women in Career Services/University Relations and Recruiting

- Hot-Topic Huddles – more than 300 attendees participated
  - Advancing Diversity, Inclusion, and Equity in Your Operation
  - Coaching
  - Early Career Talent Management
  - Embedding Career Readiness in Curriculum
  - Military Vets: Career Development and Recruiting
  - Positioning Your Career Center on Campus
  - Preemployment Testing
  - Promoting and Recruiting Advanced-Degree Students
  - Recruiting Generation Z
  - STEM
  - Working With Nontraditional Students
  - Working With Students With Disabilities
  - Working With Undocumented Students

2,708 Attendees

1,427 First-Time Attendees

132 Sessions
NACE advanced its advocacy efforts by meeting with nationally recognized public policymakers, legislators, and leaders in associations, industry, and higher education, including:

- American Council of Education (ACE)
- Association of American Colleges and Universities (AAC&U)
- Association of Institutional Research (AIR)
- Council for Global Immigration (CFGI)
- Council of Graduate Schools (CGS)
- NAFSA: Association of International Educators
- Phi Beta Kappa
- U.S. Department of Education
- U.S. Department of Homeland Security
- U.S. Department of Labor
- U.S. House and Senate Judiciary Committees staff
- U.S. Senate staff for Senator Bob Casey (D-PA); Senator Pat Toomey (R-PA); and Senator Kirsten Gillibrand (D-NY)
- Washington Higher Education Secretariat (WHES)
- White House Office of Domestic Policy

Notably, NACE was invited to become a member of the Washington Higher Education Secretariat, comprising chief executives of approximately 50 national higher education associations.

POSITION STATEMENTS

- NACE Calls for Appropriations Committees to Reject Rescission Proposals
- NACE Calls for DHS to Expedite DACA Renewal Applications
- NACE Position Statement: Tax Reform
- NACE Signs on to Letter Urging Congress to Protect DACA Recipients
- NACE Position Statement on DACA: An Open Letter to the President of the United States
- NACE Signs Position Statement Calling for Safe Release of Princeton Student Imprisoned in Iran
## Statement of Financial Position

<table>
<thead>
<tr>
<th>Assets</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Cash &amp; Short-Term Investments</td>
<td>$4,992,033</td>
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<tr>
<td>Accounts Receivable</td>
<td>79,199</td>
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<td>Property &amp; Equipment, net</td>
<td>572,545</td>
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<td>Long-Term Investments</td>
<td>9,100,965</td>
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<td>Other Assets</td>
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<td>Total Assets</td>
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<table>
<thead>
<tr>
<th>Liabilities &amp; Net Assets</th>
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<td>Accounts Payable</td>
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<td>Accrued Expenses</td>
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<td>Deferred Revenue</td>
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<td>Total Liabilities</td>
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<th>Net Assets</th>
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<td>Total Net Assets</td>
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| Total Liabilities & Net Assets| $14,854,506 |

## Statement of Activities

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<td>Publications</td>
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<tr>
<td>Membership</td>
<td>1,872,689</td>
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<tr>
<td>Conference and Education</td>
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<tr>
<td>Web-Related</td>
<td>175,000</td>
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<tr>
<td>Other Revenues</td>
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<td>Total Revenues</td>
<td>5,902,082</td>
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<table>
<thead>
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<th>Expenses</th>
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<tbody>
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<td>Publications</td>
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<td>Conference and Education</td>
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<td>Web-Related</td>
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<tr>
<td>Administrative Services</td>
<td>1,924,686</td>
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<tr>
<td>Other</td>
<td>119,360</td>
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<tr>
<td>Total Expenses</td>
<td>6,461,917</td>
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| Results of Operations        | $(559,835)   |
| Investment Gain              | $867,479     |

## Program Revenues

- **Publications**: 62.1% (Value: $157,489)
- **Conference and Education**: 31.7% (Value: $3,669,419)
- **Membership**: 3.0% (Value: $1,872,689)
- **Web-Related**: 0.5% (Value: $175,000)
- **Other Revenues**: 0.5% (Value: $27,485)

### Note
This financial statement for fiscal year July 1, 2017 – June 30, 2018 reflects the audited report prepared by St. Clair CPAs, P.C.